

Grey Captains of Industry

A rare list of the most sought-after mature 'captains of industry' at their HOME addresses.

These high profile business people are all in senior positions as Directors of Limited or Plc companies in the UK. Selected by Millenniums' age classification system, using date of birth, provides effective targeting for specific, age-related offers.



1,646,530 - Names & Addresses

List Features

1,646,530 mature individuals
445,380 'Aspirers' (age 45-49)
643,448 'Thrivers' (age 50-59)
379,962 'Seniors' (age 60-69)
130,893 'Elders' (age 70-79)
46,847 'Survivors' (age 80+)
MPS & DPS cleaned quarterly
TPS at point of output

Profile

74% male, 26% female
Powerful individuals at the peak of their careers
All have earning capacity in excess of £40,000 p.a.
High disposable income
Approx. 43,000 are Directors in companies with over 100 employees

Interests

Gardening
Mail order shopping
Books/reading
Charitable concerns

Successful Users

Mail order clothing & footwear
Financial services
Charity appeals
Travel & leisure promotions
Various other high ticket mailings

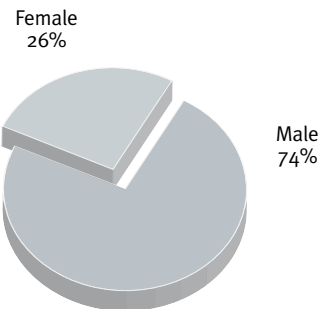
Breakdown of Recency

All data is held as 0-12 months

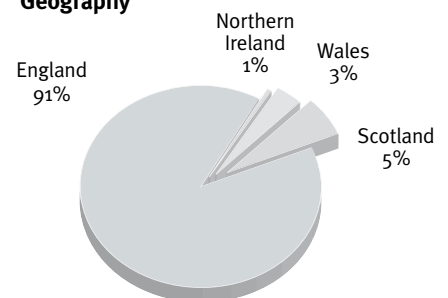
Website

N/A

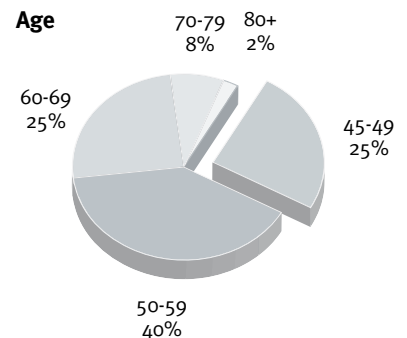
Gender



Geography



Age



the direct marketing group®

Contact the Media and Lists Services
Department for more information on:

01274 5388 88

maria.dooley@millenniumdirect.co.uk

Windhill Manor, Leeds Road, Shipley, West Yorkshire, BD18 1BP

immn
international mature marketing network



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Rates and General Information

List Rental

- Base Rental £130/000

Selections

- Nth Name F.O.C
- Gender £10/000
- Geographic £10/000
- Age Classification £10/000
- Shareholding Type £10/000
- Shareholding Value £10/000
- Turnover £10/000
- No. of Employees £10/000

Production Costs

- E-mail £50
- Run-on charge £10/000
- Delivery £30

Lead Time

- 5 working days

Minimum Order

- 5,000

General Information

- Net names agreement available on orders of 20,000+
- Sample mailing piece required for data owner's approval
- Warranty No. N/A
- 10% commission to recognised members of the DMA (UK) only
- One time usage agreement only
- Mailing list is seeded to detect un-authorised use
- Orders placed are under acceptance of Millennium's Terms and Conditions
- Details shown are correct at time of print
- Notification of goneaways and deceased addresses to be returned to Millennium



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